

JUNE 2014



# Influential News



The National Influenza Vaccination Disparities Partnership (NIVDP) is comprised of multi-sector partners who work to promote vaccination among underserved populations including African Americans, Hispanics, and American Indians/Alaska Natives. The partnership and this newsletter are supported by the Centers for Disease Control and Prevention (CDC).

## NIVDP Partners Expand Flu Vaccination Awareness Among African Americans

In this edition, we recognize NIVDP partner efforts to raise awareness among African Americans about the benefits of the flu vaccine:

- Historically Black Colleges and Universities in Virginia and North Carolina joined forces with Walgreens to increase access to flu vaccination services on-campus;
- The Arkansas Department of Health teamed up with faith and community leaders to organize flu vaccination events targeting at-risk and underserved groups;
- Health advocates in Georgia were recognized by the Mayor of Atlanta for advancing flu vaccination awareness; and
- The Universal Kidney Foundation received a 2014 Immunization Excellence Award at the National Adult and Influenza Immunization Summit.

### SPOTLIGHT ON PARTNERS

#### HISTORICALLY BLACK COLLEGES AND UNIVERSITIES IN VIRGINIA AND NORTH CAROLINA INCREASE ACCESS TO FLU VACCINATION

Virginia Union University in Richmond, Virginia and Johnson C. Smith University in Charlotte, North Carolina have teamed up with Walgreens to increase access to flu vaccination services on-campus among students 18-24 years old—a group less likely to get vaccinated against the flu. (Data collected from previous flu seasons via Fluvax View <http://www.cdc.gov/flu/fluvaxview/index.htm>).

Virginia Union University organized vaccination events at large public venues last fall that yielded a total of almost 200 vaccinations. “We drew huge crowds by holding our vaccination events as part of large, on-campus events, including at a football game,” said Tamara Bailey, the university nurse.

Johnson C. Smith University is new to the campaign, but is already gearing up to offer free flu vaccinations during the upcoming 2014-2015 season. “Our leadership views the campaign as an important health service to our students, particularly those of limited financial means,” said Marian Jones, the university’s Health Center Coordinator. “We look forward to offering free flu vaccinations throughout the school year.”



Tamara Bailey,  
University Nurse,  
Virginia Union University

#### ARKANSAS DEPARTMENT OF HEALTH LAUNCHES NEW FLU VACCINATION INITIATIVES

The Arkansas Department of Health (ADH) partners with faith and community-based organizations throughout the state to promote flu vaccination awareness. This past flu season, ADH launched new education and outreach initiatives targeting at-risk and underserved groups.

ADH’s Office on Minority Health and Health Disparities Preparedness and Emergency Response Branch, and the Immunization program, worked together to organize 14 vaccination events at worship centers, food pantries, and homeless shelters. Two of the events were held in Union County and Chicot County, which have been designated as high priority areas for state programs and services aimed at reducing health disparities. A total of 311 people were vaccinated under the initiative, 104 were African Americans.

In addition, ADH hosted the Faith & Community-Based Flu Prevention & Health Promotion Summit on March 14th in Little Rock. The purpose of the event was to educate clergy, health workers, and community leaders about the importance of flu prevention.

“Thanks in large part to the efforts of our faith and community-based partners, our flu vaccination initiatives help support equitable health outcomes for communities in the state,” said Dr. Michelle R. Smith, Executive Director of ADH’s Office on Minority Health and Health Disparities.

## MAYOR OF ATLANTA HOLDS SPECIAL CEREMONY IN HONOR OF NIVDP PARTNERS

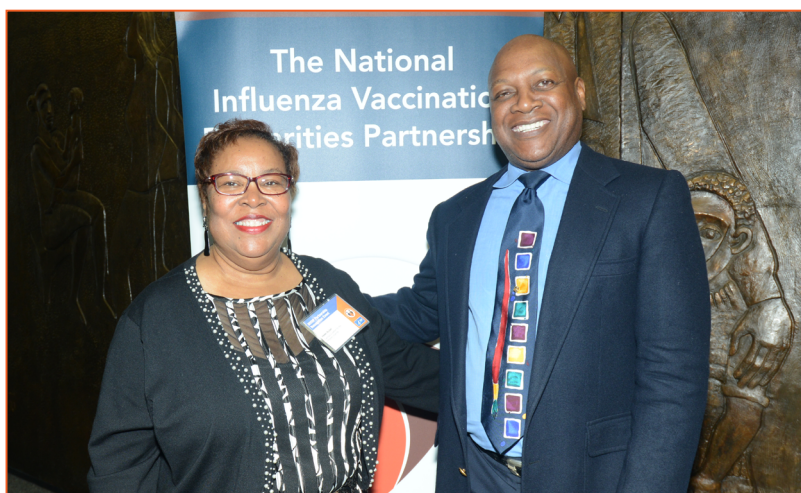
The Office of Atlanta Mayor Kasim Reed held a special ceremony on May 13th at City Hall to recognize influential leaders and organizations in Georgia for promoting flu vaccination. The event

was moderated by Senior Advisor to the Mayor, Michael T. Sterling, with special remarks by Dr. Walter W. Williams, a Medical Officer of CDC's National Center for Immunization and Respiratory Diseases.

"NIVDP partners are doing the hard work that is necessary to get out the message about flu vaccinations to communities in need," said Dr. Williams.

Helen Butler, NIVDP partner and Executive Director of the Coalition for the Peoples' Agenda, received the Phoenix Award—the highest honor an individual can receive from the Mayor. This distinction resulted from Ms. Butler's efforts to organize flu vaccination initiatives targeting African American, Somalian and Bangladesh Indian groups in the Atlanta metro area, Augusta, and Sparta. Also recognized at the event was Dr. Winston Price, a campaign partner and former president of the National Medical Association. Beyond Ms. Butler and Dr. Price, more than thirty other partners were honored. Recruited by Ms. Butler and Dr. Price, they represented community and faith groups as well as medical professions.

The event was covered by local media outlets such as the Atlanta Voice and the Atlanta Journal-Constitution, NBC's WXIA-TV, and metroatlantablack.com, a popular African American blog.



NIVDP partners Helen Butler and Dr. Winston Price

## UNIVERSAL KIDNEY FOUNDATION RECEIVES 2014 IMMUNIZATION EXCELLENCE AWARD

The Universal Kidney Foundation (UKF) in Burton, Michigan, an NIVDP partner since 2012, is a recipient of the 2014 Immunization Excellence Award. The annual award recognizes contributions of individuals and organizations towards improving the health of their communities.

Nominees were evaluated based on the areas of impact, originality, challenges, opportunities, collaboration, coordination, and communication with partners and stakeholders. The awards were presented during the National Adult and Influenza Immunization Summit meeting in Atlanta on May 14th.



Yvonne Lewis, Executive Director, Universal Kidney Foundation

In 2012, UKF launched a flu vaccination collaboration to improve access to the flu vaccine among uninsured and underinsured African Americans in Flint and Genesee counties. The collaborative is made up of over 70 partners, including faith-based and community organizations, hospitals, federally qualified health centers, health insurance providers, public housing centers, senior centers, the YWCA, and banks.

This past flu season, the collaborative helped administer a total of 316 free flu vaccinations, more than twice as many as in the previous season. "We're thrilled to see this campaign resonate among people in our community who are uninsured or underinsured, and might not otherwise get the flu vaccine," said Lewis.

Share your ideas, photos, and events with us. We will feature them in upcoming issues of InFLUential News.

**CLICK TO JOIN**

**BECOME A PARTNER. JOIN YOUR COLLEAGUES AND SPREAD THE WORD.**